

AMENDMENTS TO THE SPECIFICATION

Please replace paragraph [0042] with the following:

[0042] The programmer 102 receives the advertisement and its metadata from the advertiser 136 and adds advertisement to a campaign through use of the campaign management tool 106. A campaign comprises a selection of advertisements and associated information as to the demographics to which the individual advertisements are to be shown. A programmer 102 uses the campaign manager 106 to package an advertisement for distribution by a distribution system, such as a cable television system. The programmer encodes the advertisement into a format suitable for distribution, such as the CableLabs® VOD format, described in the CableLabs® Video-On-Demand Content Specification, MD-SP-VOD-CONTENT-I01-020327 (March 27, 2002) available at http://www.cablelabs.com/projects/metadata/download/CableLabs_VoD_Content_Specification_V1.0.pdf, information regarding which is available and the International Organisation For Standardisation standard, ISO/IEC JTC1/SC29/WG11, Coding Of Moving Pictures And Audio, Short MPEG-2 description (October 2000) at <http://mpeg.telecomitalia.com/standards/mpeg-2/mpeg-2.htm>, both of which documents are incorporated herein by reference in their entirety. Alternatively, the advertiser 136 may perform the encoding process on the advertisement and package it for delivery to the NDVR system.

Please replace paragraph [0065] with the following:

[0065] The programmer creates or modifies a campaign for a given program to include advertising, step 208. According to one embodiment, as the

programmer receives advertising from advertisers to fill given avails, the programmer inserts the advertisement into the avail. The programmer may use digital video splicing tools that are well known to those of skill in the art of splice the advertisement to the program, thereby creating one continuous data stream. Alternatively, the programmer waits for advertisements to come in from a plurality of advertisers or all advertisers fulfilling avails for a given program before splicing the advertisements into the program. At some point during splicing the advertisements into the program, the programmer inserts cues that a video server or similar distribution system interprets as indicating a break in a program for presentation of an advertisement. One embodiment of these cues is promulgated by the Society of Cable Telecommunications Engineers ("SCTE") under American National Standard ANSI/SCTE 35 2001 (Formerly SCTE DVS 253), entitled "Digital Program Insertion Cueing Message for Cable" (May 8, 2001), which is available at <http://www.scte.org/documents/pdf/ANSISCTE352001DVS253.pdf> and herein incorporated by reference in its entirety. Programmers may also implement other cuing techniques known to those of skill in the art.

Please replace paragraph [0066] with the following:

[0066] The programmer encodes the program and its advertisements for transmission over a distribution network and associates metadata with respective advertisements, step 210. Programmers may apply any number of video encoding techniques to the program. Typically, programmers encode their programs according to the MPEG2 compression standard. The SCTE defines one exemplary encoding technique for digital video transmission over cable networks under American National Standard

ANSI/SCTE 07 2000 (Formerly SCTE DVS 031), entitled "Digital Video Transmission Standard for Cable Television", (ANSI/SCTE 07 2000) available at <http://www.scte.org/documents/pdf/ANSISCTE072000-DVS031.pdf>, said document herein incorporated by reference in its entirety. The programmer also associates metadata that it receives from the advertiser with the respective program, thereby allowing the NDVR control center to identify the source and content of individual advertisements for potential advertisement replacement and reordering as is explained in greater detail herein. The NDVR control center receives the encoded program data and metadata from the programmer, step 212. Alternatively, the NDVR control center may acquire content from programmers and advertisers via live transmission, whereby the NDVR control center segments the programming after acquisition.

Please replace paragraph [0115] with the following:

[0115] The ADM 1314 retrieves features 1322 for a given client on the basis of the key 1318 associated with the client and generates an advertising request for transmission to an advertiser 1300. The ADM 1314 transmits the request to the advertiser's ADS 1320 over the network 1308. The ADS 1320 comprises an interface to one or more targeting systems to assist in determining the proper advertisements that it should instruct the ADM 1314 to include in the playlist. One exemplary targeting system is PRIZM 1302a, which compiles demographic information regarding clients on the basis of geography. ~~Additional information regarding PRIZM software for targeting advertisements is available at <http://cluster2.claritas.com/YAWYL/aboutprizm.wjsp>.~~ Furthermore, the advertiser may provide the ADS 1320 with interfaces to other targeting

systems 1302b to facilitate advertisement selection. Such exemplary targeting systems include, but are not limited to, AXCIOM codes by Experian, simple ZIP+4 geographic targeting and demographic targeting. Alternatively, the ADS may comprise targeting logic to select advertisements on the basis of the advertising request.